

Get Ready for eCommerce!

“The Ultimate Guide to Sell Your Products Online”



Part 2: Grow and Optimize Your Online Sales

For Indian SMEs, Manufacturers and Retailers

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Contents

Important Note	3
Introduction	3
Commonly Asked Questions.....	5
The Guide to Growing and Optimizing Your Online Sales	8
Get Traffic to Your Own Store	8
SEO	8
Pay Per Click Marketing.....	10
Social Media.....	11
Shopping Comparison Sites	14
Affiliate Networks.....	17
Coupon Sites.....	18
Email Marketing.....	19
Social and Viral Growth.....	20
Get Sales from Other Marketplaces and Websites	22
Seller Registration for Amazon.in.....	22
Seller Registration for Ebay.in	22
Customer Services.....	26
Zopim Live Chat.....	26
Web Engage.....	26
Others.....	27
Checklist	29
A Big Thank You.....	31

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Important Note

This is the second in a two part guide offered by KartRocket in helping you take your store online.

1. Launch Your Online Store
2. Grow and Optimize your Online Sales

To see the first guide ****Launch Your Online Store****, please see this link here:

http://support.kartrocket.com/kb/KartRocket_Readiness_Guide_Part1.pdf

Introduction

I assume you're already live with your online store on KartRocket (or another platform) and are now looking to grow, measure, analyze and improve your online sales.

Online sales can be achieved mainly through two fundamental channels:

1. Through your own website by attracting traffic
 - a. SEO (On-page and Off-page)
 - b. Pay Per Click
 - c. Social Media
 - d. Shopping Comparison Sites
 - e. Coupon Sites
 - f. Affiliate Networks
 - g. Email Marketing
 - h. Social & Viral Growth
2. Through other marketplace and websites
 - a. Large market places such as eBay, Amazon, Flipkart, Snapdeal, etc.
 - b. Niche marketplaces such as StyleTag, LadyBlush, etc.

Our goal is to maximize coverage and to get sales from every nook and cranny on the internet possible to help you launch and grow your online sales!

It is also important to measure, analyze and improve your sales based on metrics and based on customer feedback. We will explain how to use Google Analytics and WebEngage to drive

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customer engagement for your site in this guide.

What to Expect

Before delving into the how-tos, guides, resources and details, it's a good idea for you to take a look at what kind of timelines you're looking at for getting this all together.

Following are the four key components of your online store:



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Commonly Asked Questions

Q. How does automatic shipping work?

A. This is a technology based service provided to KartRocket customers. The service is called ShipRocket.

Here is how you benefit:

Lower Rates

ShipRocket is a courier-exchange of leading domestic and international courier providers (such as BlueDart, FedEx, Aramex, FirstFlight, DHL, etc.) where we have pre-negotiated prices with these providers and extend the same to our customers.

So whether you're doing 5 orders a day or 500, you always get the same low rate as we're able to aggregate demand and service.

More Reach

You also get a much larger prepaid delivery area (12000 pin codes) and COD collection range (6000 pin codes) – which you can never get with a single courier company alone.

Seamless Integration

Since we have API based real-time integration with all courier companies on our panel, you will be able to see a list of couriers that provide service to an order. Pick one, and a Way Bill number is generated automatically. A shipping label is also generated on the fly. Then you select the orders you want to dispatch, and generate a pick-up.

It's really that simple.

Payments and COD

We will share freight rates for each zone and each courier company with you. You will then receive a monthly itemized bill for freight and a collective COD remittance from ShipRocket.

Q. Do you provide multi-point pickup?

A. Currently this feature is not available in our platform, but it is on the roadmap and will be available in by October, 2013.

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Q. How does Payment Gateway Work?

A. You will first pick the right payment gateway for your needs as described in the document above. Then we will connect you with the right person at the payment gateway company. You will need to prepare some documents to apply for a gateway. You will avail of special low rates as a KartRocket customer. Once your gateway is live, we will enable it for your online store.

Post that, whenever you receive an online transaction, the money gets remitted directly to your bank account after T+2 days after the payment gateway deducts its transaction fees.

Your customer will see your website or company's name on their account statement and there is no mention of KartRocket anywhere.

Q. What is the pricing for KartRocket?

A. You can check our pricing plans at <http://www.kartrocket.com/pricing>

Q. What are Apps?

A. Apps are features to extend your store over and above the inbuilt functionality provided in the KartRocket platform. None of our apps are paid separately. Every app is bundled into one of the pricing plans.

You can check which apps are available in your plan of choice by visiting <http://www.kartrocket.com/apps-by-plan/>

Q. How does KartRocket compare with competition?

A. You can read the information on this link for more information on this: <http://www.kartrocket.com/compare/>

Q. I just want to get shipping services without the shopping cart. Can you do this?

A. Sure! We are able to offer shipping services (ShipRocket) by themselves. This is especially useful if you are currently running a shopping cart and don't want to move or are a marketplace vendor and just want to avail of easy and cheap shipping services.

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Q. Will you help me with marketing, SEO, social media, pay per click ads management, etc?

A. While KartRocket is already SEO ready, has integrations with marketplaces and product feed websites and has several viral and social apps built-in, we do not directly offer bespoke services for marketing your store. However, we have provided some resources in this document and others can be found by visiting <http://www.taskr.in>, a marketplace for micro-services for India.

Q. What is Marketplace Integration? How can I sell on eBay, Amazon and others?

A. KartRocket provides apps that you can use to sell directly on eBay and Amazon. You will be able to list your products on these marketplaces, import orders back into KartRocket and then use ShipRocket to ship these to your customers.

For orders from marketplaces, you will need to register with eBay and Amazon and will get the payment for your orders directly from them.

Both eBay and Amazon will charge their own commissions and fees. You can read the sections above in the document for links to these fees.

Q. How can I upload my products to KartRocket? Do you help with photo shoot?

A. You can easily upload your products using the administration area of KartRocket. You can add products individually if you have a low number of products. Or you can use our bulk import feature.

If you're having trouble properly formatting the excel, or if you have a complex product setup, a RocketBuddy is always available at hand to help you upload your products during the store setup period. Post which, we will provide the data file back to you and going forward you can manage this by yourself.

Q. I love the templates, but want to customize them. Can I?

A. Sure! Are templates are highly customizable. Customizations are of three types:

-You can turn apps (such as showcase, latest, recently purchased, deal of the day, etc.) on and off. You can also choose which page you want to display and what position

-You can use inbuilt template customizers (different for every template) which will let you change the colors, background, fonts and much more.

-You can add any custom HTML or CSS using our custom code plugin. So if you want to add custom banners or graphics anywhere, you can do this. Or, if you want to integrate a third-party plugin, you can do that. You can even change unchangeable elements of your theme using custom CSS!

Q. Okay I am ready to sign-up. When can you come to our office for a demo?

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A. As much as we'd like to get to know you better, our organizational structure and process just doesn't allow meeting customers. We will be happy to provide a demo and a walkthrough and will also assist you throughout the go-live process and even after that. But it will need to be remote. This is what allows us to offer KartRocket at an affordable monthly price!

The Guide to Growing and Optimizing Your Online Sales

As explained above, there are 2 main elements to driving online sales:

1. Driving traffic to your own website
2. Selling through other popular marketplaces

Get Traffic to Your Own Store

SEO

KartRocket automatically creates SEO-friendly URLs and tags for your products and is optimized in every way to be visible in front of Google and other search engines.

There are two activities you should perform

- a. Register for Google Analytics: this will help you monitor traffic, conversions, customers, ecommerce conversions and much more on your site. This gives you data on what's going on under the hood.
- b. Register for Google Webmaster: this will help you submit your sitemap to Google so that your site is indexed faster.

How to Register for Google Analytics

1. Login to your Google Analytics account
2. Create new Google Analytics Account (or skip if you already have one)
3. Enable eCommerce Tracking
 - a. Click on Admin

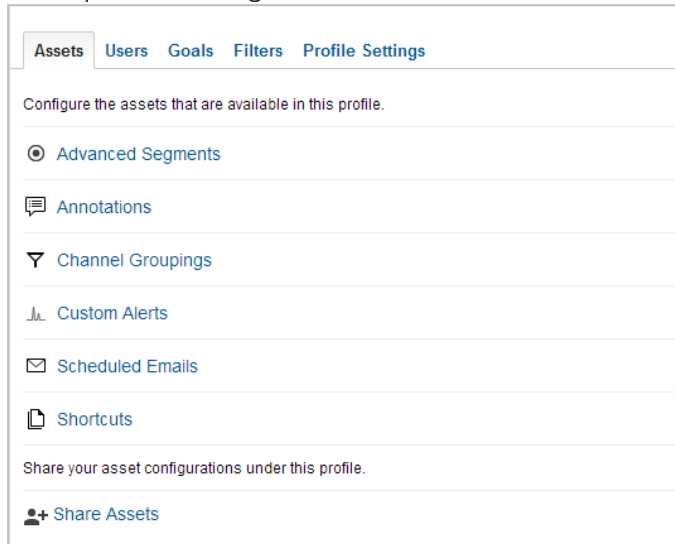
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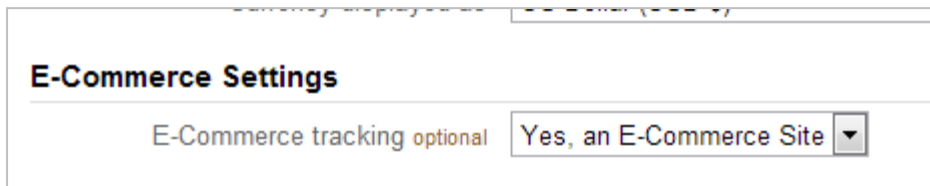
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b. Click on All Web Data

c. Go to profile Settings



d. Under ecommerce settings, click “Yes, an ecom site”



e. Change currency to Indian Rupees

f. Click on Apply

Add company employees emails to GA

1. While in Admin, go to “Users” tab
2. Click on New User
3. Add email addresses for client emails and Select role as Administrator and check notify user by email.

Make a note of the UA-XX-XXX series code. You can either read this guide to learn where to add it to your KartRocket store, or one of our RocketBuddies can help you with this.

How to add Google Analytics with eCommerce Tracking to your KartRocket store:
<http://support.kartrocket.com/knowledgebase/13/How-to-enable-Google-Analytics-with-eCommerce-tracking-for-your-KartRocket-store.html>

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How to Register for Google Webmaster

1. Once your store is live on your custom domain, you should submit a sitemap to Google so your store is indexed faster.
2. Then read the following article on how to submit your sitemap to Google webmaster: <http://support.kartrocket.com/knowledgebase/14/Setup-Google-Webmaster-and-Submit-Your-Sitemap.html>

How to get a FREE blog with Wordpress.com

Content is king when it comes to search engines and online marketing using the organic route. The more original content you generate around your specific niche of products, the higher are chances that people will find your website using google, yahoo, bing and other search engines.

You should create content that has healthy search traffic and low competition. To learn more about how you can find niche keywords with significant search volume but low competition, read this article here:

<http://www.kartrocket.com/how-to-find-great-seo-keywords-using-googles-keyword-planner-tool/>

Read this simple guide on how to create a company page/profile on LinkedIn.

<http://www.kartrocket.com/create-a-free-blog-with-wordpress-com/>

Pay Per Click Marketing

There are several pay per click marketing methods available that you can use to boost your online sales.

Though these methods may not work out in the very long run, these are useful for the initial launch of your site to boost traffic.

Remember, you should always do several small experiments, learn from them and then fine-tune your pay per click campaign. Also, remember to measure your campaigns, or you'll never know which dials to turn up and which ones to turn down!

Here are some popular pay per click marketing networks you can use to drive traffic to your store:

1. Google Adwords (<http://adwords.google.com>)

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2. Facebook Ads (<https://www.facebook.com/about/ads/>)
3. Bing Ads (<https://secure.bingads.microsoft.com/>)
4. Yahoo Ads (<http://advertising.yahoo.com/>)

[Read this article on how each of the above 4 ad platforms work, how to optimize your budgets and how to drive sales to your site.](#)

There is another unique concept by www.offergrid.com by which you can avail of per click traffic to your webstore for as low as Rs. 7 per click. This helps control your per click cost and also helps drive more relevant and targeted traffic to your webstore. OfferGrid claims conversion rates on traffic through their network is as high as 4%.



OfferGrid is a channel partner with KartRocket and is fully integrated with our platform. You can enquire about pay per click plans at hello@kartrocket.com or by calling +91-901564441.

For any pay per click campaign, always remember to calculate the order and customer acquisition cost in the following manner before going out and blowing those precious bucks:

100 Clicks X Rs. 7 Per Click X 4% Conversion = Rs. 175 Customer Acquisition Cost

If in your business you assume 30% customers re-order at least twice a year, order acquisition cost is:

Rs. 135

Now you should factor this cost into your net margins (post packaging and shipping costs) to figure out which pay per click marketing channel is right for you.

The advantage with offergrid is that your per click costs are contained and are not bid-based like Google Adwords and are also laser targeted to drive for conversions for your online store.

Social Media

Social media marketing is the mantra for every ecommerce store. It offers a very direct and cost effective way of reaching potential and existing customers.

For you to be successful in your online endeavours, it is highly recommended that you create popular social accounts.

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How to create a Facebook Fan Page

Follow this blog article which will get your Facebook Fan Page up in 10 steps and 10 minutes!

<http://www.kartrocket.com/how-to-create-a-facebook-fan-page/>

How does a fan page benefit you?

As you start acquiring fans and people who “like” your page, you now have the ability to push out useful content that will start appearing in their newsfeed on the main page. The more useful content you push the more chances that your posts will show up on your customers newsfeed. You can also use new features offered by Facebook that allow you pay a nominal fees per post to *boost* a post so it shows up on the top of your customers newsfeed regardless of whether it is highly valuable or not!

How to create a twitter account

Follow this blog article and get your Twitter account up and running in no time.

<http://www.kartrocket.com/signing-up-with-twitter/>

How does a twitter handle benefit you?

As you start acquiring followers on Twitter, you can push out relevant tweets on twitter and your customers will see it in their twitter stream. A twitter handle also allows you to be in direct contact with your customers and partners.

How to create a Pinterest account

Read this simple guide on how to get your Pinterest account setup.

<http://www.kartrocket.com/signing-up-for-a-pinterest-account/>

How to create a LinkedIn company page

Read this simple guide on how to create a company page/profile on LinkedIn.

<http://www.kartrocket.com/how-to-create-a-linkedin-company-page/>

In addition to social accounts, to activate Facebook Store and Facebook Login App, you need to create an App on Facebook.

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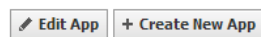
How to get a Facebook App

To setup a Facebook Store and Facebook Login, you will need to create a Facebook App.

1. Logon to <https://developers.facebook.com/>
2. Click on Apps



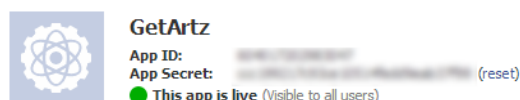
3. Click on “Create New App”



4. Simply enter your app name

5. Fill the Captcha and continue.
6. App Domains: Enter your top level website domain
7. Set Sandbox Mode to “Disabled”
8. Check the “Website with Facebook Login” option and enter your full website URL with <http://www.yoursite.com>

9. Save Changes
10. Make a note of your
 - a. App ID
 - b. App Secret



You will need the App ID and App Secret to setup Login with Facebook and Facebook Store Apps in KartRocket.

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Click here to read an article on how to setup Login with Facebook:

<http://support.kartrocket.com/knowledgebase/15/How-to-setup-the-Login-with-Facebook-App.html>

Click here to read an article on how to setup Facebook Store:

<http://support.kartrocket.com/knowledgebase/17/How-to-setup-your-Facebook-Store-with-KartRocket.html>

Or, if you'd like our RocketBuddy to setup these two apps for you, simply make a note of these values and provide the same to us in the form at the end of this guide.

Shopping Comparison Sites

The following registrations will help you list your products on various ecommerce comparison engines for free and will help you gain free traction and traffic on your site!

Please complete the registrations and provide the required information to our team.

Registration for Jungleee.com

<http://services.amazon.in/standards/contactus.html>

Sign up with Jungleee.com and provide the following details:

- a. FTP Account
- b. FTP Username
- c. FTP Password
- d. Estimated Delivery
- e. Delivery Cost (if any)

Also, please ensure you have created product data in accordance with Jungleee guidelines or they will reject the product data.

You can see the details of allowed data template here:

http://support.kartrocket.com/kb/jungleee/Jungleee_Template.xls

If you would like to manually update stock and price to Jungleee (post listing) you can use this template here:

http://support.kartrocket.com/kb/jungleee/Jungleee_Price_Qty.xls

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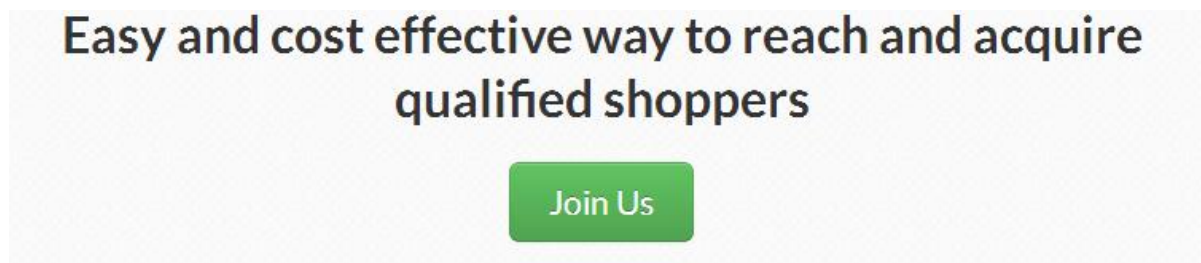


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Registration for Shopzilla.in

Logon to www.shopzilla.in

Click on Join Us



Enter a username, email and password.

Confirm your account

Provide us with the following details:

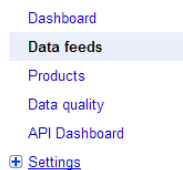
- a. Shopzilla Username
- b. Shopzilla Password

Registration for Google Feeds

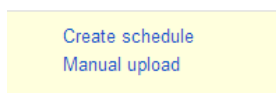
Note: to use Google Feeds, you must have an Adwords account as this is a paid service.

Make sure you have a Google Account (through Gmail, or Google Apps).

1. Visit Google Merchant Center
www.google.co.in/merchants
2. Login with your Google credentials
3. Click on Data Feeds in the left



4. Click on New Data Feed
 - a. Pick your target country (India)
 - b. In the feed name enter googlebase.xml and click Continue
 - c. Click on Create schedule



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d. Enter your feed URL as:

<http://yourstore.kartrocket.co/googlebase.xml>

Scheduled Upload

Schedule for **googlebase.xml**:

Upload on day at

Timezone

Feed URL [?](#) (supported protocols: http, https, ftp, sftp)

If your URL is password protected, please provide your login information.

Username: (optional)

Password: (optional)

e. Leave the username/password fields blank

f. Pick a updation schedule date and time

g. Click schedule and fetch now

Since Google Merchant is not free any more, you will need to link your merchant account to an adwords account.

1. Click on Dashboard
2. Click on Setup Product Listing Ads Campaign

▲ In addition to the United States, we are rolling out a new commercial model for Google Shopping, built on Product Listing Ads, in the **United Kingdom, Germany, France, Japan, Italy, Spain, Netherlands, Czech Republic, Brazil, Australia and Switzerland**. To keep your Product Search listings active on Google, you'll need to set up a Product Listing Ads campaign in Google AdWords targeting these countries. [Learn more](#)

[Set Up Product Listing Ads Campaign](#)

3. Use an existing adwords account to setup your campaign, or enter a new adwords account ID

Option 1: Set up a Product Listing Ads campaign with your AdWords account 485-015-1961

[Set Up Product Listing Ads Campaign](#)

Option 2: Set up a Product Listing Ads campaign with an existing AdWords account [Learn more](#)

Link another AdWords account

AdWords Customer ID:

Format: XXX-XXX-XXXX

Your AdWords ID appears at the top of every page in AdWords.

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4. Select your targeted countries, bid, budget, etc. and follow the next steps to setup your campaign.

If you would like the KartRocket team to help you with this, please provide us:

- a. Google Merchant Username
- b. Google Merchant Password
- c. Adwords ID

Registration for ShoppingWish.in

Visit <http://shoppingwish.in/help/contactus> and write to them to become a seller. KartRocket already supports an integration with ShoppingWish. You just need to register with them as a seller and start receiving traffic!

Registration for Againn.in

Againn.in is a loyalty and rewards program across several ecommerce sites. By integrating your store with Againn.in you can get customers to shop with points accumulated on other sites on your store and vice-versa.

To learn more, please visit: <http://againn.in/> for information.

Affiliate Networks

Affiliate networks are sites which allow you to pay out a commission on a per-sales basis. First you're required to sign up with an affiliate network where you will decide the commission you want to pay out on every sale. Once that is decided, your RocketBuddy can help you integrate the affiliate network code on your webstore.

Now you need to sit back and wait for the traffic to start pouring in!

The process works as follows:



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It's pretty simple actually – affiliate networks connect people who have traffic on their site, with other people who are willing to pay for that traffic, only on a result basis though. So it's not like you're buying traffic or clicks, but you're actually paying only when that traffic converts.

All large ecommerce sites in India are heavily networked with affiliate programs for traffic.

Some popular affiliate networks in India that you should contact are as follows:

1. Tyroo - <https://affiliates.tyroodr.com/partners/index.html>
2. OMG Performance Marketing - <http://in.omgpm.com/>
3. DGM India - <http://www.dgm-india.com/>
4. Cuelinks - http://www.cuelinks.com/merchant_info
5. Giveter - <http://www.giveter.com/>

Coupon Sites

For those of you who are not aware how coupon sites work – coupon sites are aggregators of deals and coupons from various ecommerce websites on the internet. These websites collect coupon data and then drive traffic to their website so customers can pick the coupon they need, click through and reach the merchant website to apply the coupon.

Sounds great doesn't it? But wait... why would they do this for free? They don't. Different coupon sites have different models of operation. But most operate on an affiliate basis where they take a small commission from every sale that you make. Others operate on a per click model.

Note: before you can distribute coupons on coupon sites, please sure your site is live on your own domain and you have created a few coupons on your webstore that you can distribute.

Following are some prominent coupon sites in India where you should try to get listed. Most will ask you for a back-link in the footer area of your store as a starter and will discuss monetary terms and conditions once your store starts driving enough traffic.

1. Coupon Dunia - <http://www.coupondunia.in>
2. Free Ka Maal – <http://www.freekamaal.com>
3. Cash Karo - <http://cashkaro.com>
4. Coupon Raja – <http://www.couponraja.com>
5. CupoNation – <http://www.couponation.com>
6. PriceBurp – <http://www.priceburp.com>

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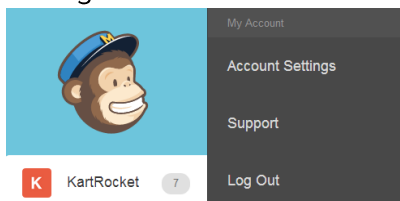
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Email Marketing

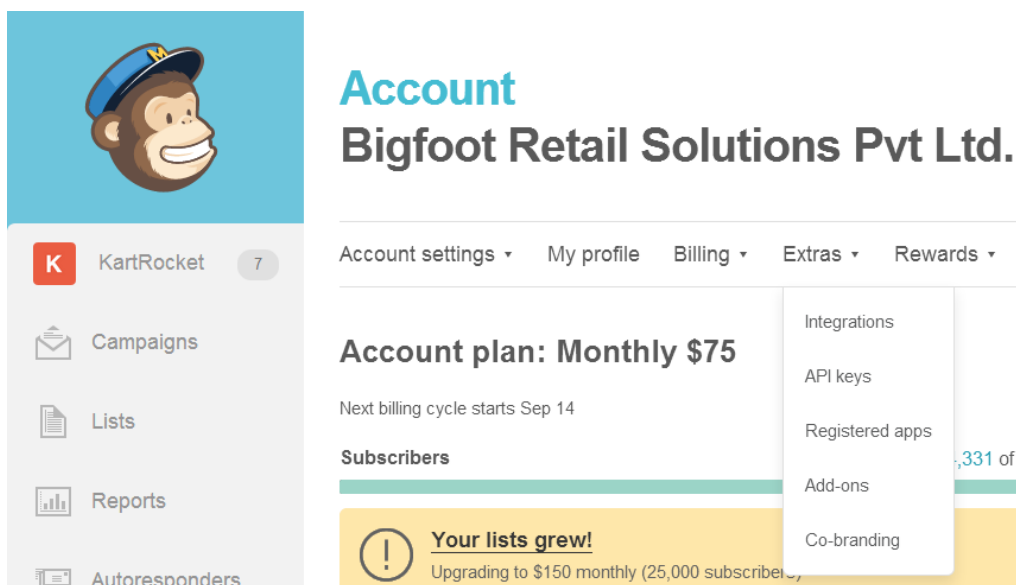
Registration for Mailchimp

Mailchimp allows you to send 12000 free emails to up to 2000 customers per month. KartRocket has a free mailchimp integrated app by which you can send your registered customers emails per month for free and get them perform!

1. Click on the link below to sign up to mailchimp
<https://login.mailchimp.com/signup?>
2. Once you're logged into your account, click on your username > and click on "Account Settings"



3. In account settings, click on Extras and click on API Keys



4. Click Create a Key



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5. Copy your Key

Created	User	Label	API Key	QR Code	Status
Aug 16, 2013 08:10 am	KartRocket Buddy (owner)	none set	<input type="text" value="1cfa7de03d040dc31793d29bf9"/>	QR	Disable

Keep this key safely. You will need this to synch up your KartRocket mailchimp App.

Read this document to learn how to synch up your Mailchimp app with Kartrocket.

<http://support.kartrocket.com/knowledgebase/12/How-to-setup-Mailchimp-App-to-send-12000-free-emails-per-month.html>

Social and Viral Growth

In today's internet marketing world, it is important to capitalize on word of mouth marketing. But this is not possible without the right tools.

To this end, KartRocket provides several built in social tools and viral growth apps that can help your store sky rocket it's online sales.



Social Discount: This nifty apps gives your users a discount if they like or tweet about your store. Guess what, once they do that, it goes into their twitter stream or facebook wall and their friends, who by the way share the same demographics as your user, are more than likely to at least check out (if not outright buy from) your website.



Facebook Viral Deals: FB Viral Deal App is an easy way to promote your products and boost your sales by creating contest on your store. To join contest and to receive deal points customer need to like/share/invite friends and you promote your products using Facebook platform and your customers for free.



Refer Friends at Checkout: This app will allow your customers to share their purchase on checkout to their social networks. A special link will be sent out by which the customers' friends can click and purchase from the online store. The result? Both the customer and their friend get a discount. You get another sale

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Coupon on Purchase: The Coupon on Purchase App generates a coupon automatically after success purchase and generates a mail to the customer automatically. This ensures your customers are enticed to come back and shop again.



Register and Get Store Credit: This App empowers the store to give Welcome Credit (Store Credit) to a new registration. This is an amazing tool to convert a potential client who has visited your store and thus improving your customer acquisition cost. Also, once you get the customers email address, you can always reach out to them with special offers and deals.



Abandoned Cart Reminder: Frequently, customers add products to their carts and do not complete the purchase due to many reasons like they were confused during checkout, wanted to look at other options etc. The abandoned cart reminder App will send reminders / alerts at configurable intervals to the customer and remind them to complete their purchase and also offer a discount coupon with a limited time.

To view more apps, please visit <http://www.kartrocket.com/apps>

In addition to the bundled apps you get with KartRocket, you can also use several third party plugins to optimize sales and make your store go viral such as the following:

1. Viral Mint (<http://www.viralmint.com>)
2. ManyContacts (<http://www.manycontacts.com>)
3. PunchTab (<http://www.punchtab.com>)
4. ViralSweep (<http://www.viralsweep.com/>)

If you need help integrating any of the above internal or external apps, please feel free to get in touch with your RocketBuddy or send an email to support@kartrocket.com or call us at +9015644441.

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Get Sales from Other Marketplaces and Websites

Though there are an unlimited number of marketplaces in India you could sign up for, below are a few integrations that are built right into the KartRocket platform.

For others, we are tirelessly working on new integrations that should be out by October 2013

Seller Registration for Amazon.in

You can register on Amazon.in as a seller and get your merchant keys ready for KartRocket.

This will enable you to directly list your products on Amazon and start selling!

Note: Amazon will charge its own seller fees and is also limited to certain categories as on date. Also, Amazon requires that you have a UPC, ASIN, EAN or ISBN code for any product you list with them.

To see all seller fees, click here: <http://services.amazon.in/services/sell-on-amazon/pricing.html>

Step 1: Sign Up with Amazon.in as a seller

<http://services.amazon.in/standards/contactus.html>

If you have further questions, you can send an email to:

achint@amazon.in or amanprea@amazon.in

Step 2: Get your merchant keys (you will need these for KartRocket)

<http://support.kartrocket.com/knowledgebase/8/How-to-integrate-Amaزونin-with-your-KartRocket-store.html>

Step 3: Setup your Amazon marketplace account with your KartRocket Store

<http://support.kartrocket.com/knowledgebase/9/Configure-KartRocket-and-Amaزون-App-Integration-Sell-Products-on-Amaزون.html>

Seller Registration for Ebay.in

You can register on Ebay.in as a seller and authorize your KartRocket store.

This will enable you to directly list your products on eBay and start selling!

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Note: eBay will charge its own seller fees. To see all seller fees, click here:
<http://pages.ebay.in/help/account/fees.html>

Step 1: Sign Up with eBay.in as a seller

<https://scgi.ebay.in/ws/eBayISAPI.dll?RegisterEnterInfo&ru=http%3A%2F%2Fwww.ebay.in%2F>

If you have further questions, you can send an email to:

stopiwala@ebay.com

Step 2: Verify Your Account

eBay India has a process where you will need to verify your account with eBay before you can link your KartRocket account with eBay.

You need to call eBay customer care or verify by SMS.

Here is a guide on how you can do this:

<http://pages.ebay.in/globaltrade/tutorial/verify-your-ebay-account.html>

Step 3: Setup your eBay seller account with your KartRocket Store

<http://support.kartrocket.com/knowledgebase/11/Configure-KartRocket-and-eBay-App-Integration-Sell-Products-on-eBay.html>

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Listing On Other Marketplaces

Apart from eBay and Amazon that are directly integrated with KartRocket, you should also consider listing your inventory on other marketplaces.

When you receive orders from these marketplaces, you can simply use the order import functionality in KartRocket and then use automatic shipping to send these out. This way the stock in your KartRocket store is always up to date and you're able to see all orders in one place.

Large Format Marketplaces:

1. SnapDeal: www.snapdeal.com
2. FlipKart: www.flipkart.com
3. ShopClues: www.shopclues.com
4. Tradus: www.tradus.com

Niche Marketplaces:

1. [Shopo](#)
2. [Craftsvilla](#)
3. [IndiaTimes](#)
4. [Rediff Shopping](#)
5. [24hoursloot](#)
6. [Art For Everyday](#)
7. [Aporv](#)
8. [Nethaat](#)
9. [Unwrapindia](#)
10. [Quirko](#)
11. [Red Patang](#) : Caters only to North American buyers
12. [Fashion at Click](#)
13. [Egully](#)

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14. [Timtara](#)
15. [Mirraw](#)
16. [Fabfurnish](#)
17. [Shop Inonit](#)
18. [Shopick](#)
19. [3 Closets: Curators of Fine Fashion](#)
20. [First Row](#)
21. [Indiologie](#)
22. [Its Handmade](#)
23. [6Y Collective](#)
24. [Pepperfry](#)
25. [Nineteen](#)
26. [Rangiru](#)
27. [Tadpole Store](#)
28. [Status Stores](#)
29. [Style Tag](#)
30. [Young Republic](#)
31. [Craffts](#)
32. [We Style](#)
33. [Storz](#)
34. [Koovs](#)
35. [Zaarga](#)
36. [Aniika](#): Only caters to US buyers

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37. [48Craft](#)

38. [CraftVille](#)

Customer Services

Now that you setup most of your store, you need to get ready to service your customers.

Zopim Live Chat

If you are looking to integrate live chat software into KartRocket then we have a great recommendation for you. It is a live chat service called [Zopim](#). We are proud to call them a KartRocket partner and have strategically chosen them to help you build your e-commerce business. This service will empower you to see who is on your site, and track what products they are viewing. You can also customize the look and feel of the chat box to help it match your store's design. It also integrates with several instant messaging platforms like Gtalk, or AIM. You can sign up for a free plan or a trial plan [here](#).

Please read this guide here to register for Zopim and make a note of your username and password.

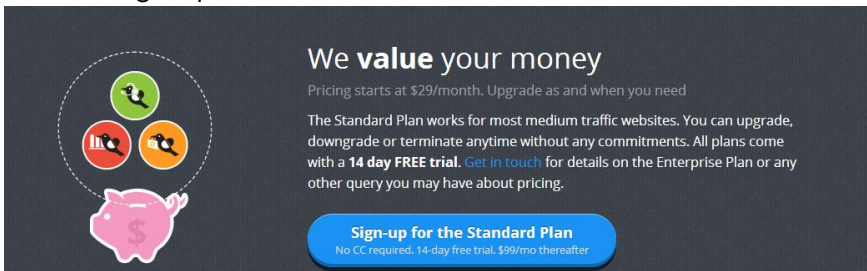
<http://www.kartrocket.com/how-to-get-zopim-live-chat-on-your-kartrocket-store/>

Web Engage

Web Engage is a feedback widget that you can embed on your ecommerce store to drive better conversions and capture customer feedback.

They offer a free plan where you can capture upto 50 responses a month.

1. To sign up, visit <http://webengage.com/pricing>
2. Click on Sign Up for the Standard Plan



We value your money

Pricing starts at \$29/month. Upgrade as and when you need

The Standard Plan works for most medium traffic websites. You can upgrade, downgrade or terminate anytime without any commitments. All plans come with a **14 day FREE trial**. [Get in touch](#) for details on the Enterprise Plan or any other query you may have about pricing.

Sign-up for the Standard Plan
No CC required. 14-day free trial. \$99/mo thereafter

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3. Enter your username, password and pick the Free plan. You will receive an activation email. Activate your account and login.
4. Click on “Get Your First Webengage Widget”
5. Fill out your domain details, localization and timezone

The screenshot shows the 'Site Details' configuration page. It has a sidebar with options: Site Details (selected), Choose Features, Administration, Plans & Pricing, Widget Integration, and Useful Links. The main content area is titled 'Site Details' and contains a 'Your domain' input field with a placeholder 'example.com, somedomain.example.com etc'. Below this is a 'Note' stating that widgets for example.com work on its subdomains but not on other subdomains. The 'Localization options' section has a 'Choose your site's language' dropdown set to 'English' and a 'Select your timezone' dropdown set to '(GMT +5:30) Mumbai, Kolkata, Chennai, New Delhi'. A 'Save & continue' button is at the bottom.

6. When you reach the widget integration step, you will get a code. Make a note of that and save it somewhere. Our RocketBuddy will help you integrate this as part of the launch process.

Integration Code for www.kartrocket.com

This is your **one time integration code**. Copy the code underneath and paste anywhere inside the `<body></body>` tag of this site's html markup (preferably the footer). You can change your widget configuration any number of times without having to change the code on your site. You love us for this. Right? :)

[Copy-to-clipboard](#) [Send to developer](#)

```
<script id="_webengage_script_tag" type="text/javascript">
  var _weq = _weq || {};
  _weq['webengage.licenseCode'] = '11b564564';
  _weq['webengage.widgetVersion'] = "4.0";

  (function(d) {
    var _we = d.createElement('script');
    _we.type = 'text/javascript';
    _we.async = true;
    _we.src = (d.location.protocol == 'https:' ? "https://ssl.widgets.webengage.com" :
"http://cdn.widgets.webengage.com") + "/js/widget/webengage-min-v-4.0.js";
    var _sNode = d.getElementById('_webengage_script_tag');
    _sNode.parentNode.insertBefore(_we, _sNode);
  })(document);
</script>
```

Others

Following are some interesting reads from our blog that might be of benefit to you.

How to register a company in India:

<http://www.kartrocket.com/how-to-form-a-company-in-india/>

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If you need to apply for VAT/CST ID, please read this guide here:
<http://www.indiacompanysetup.com/how-to-register-for-vat-in-india/>

You can also avail the services of an online company formation service such as
<http://www.companiescart.com>

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Checklist

Once you're through with the preparation phase, the following are the documents/media that you should have ready so our Rocket Buddy and Launch Experts can help you go live.

Before anything, we believe it is critical that you install a screen sharing software such as TeamViewer.

You can download it here: <http://www.teamviewer.com/en/download/windows.aspx>

This will make conversations between you and your RocketBuddy immensely productive and effective.

To submit the following checklist, please use the worksheet at:

http://support.kartrocket.com/kb/KartRocket_Readiness_Responses.xlsx

Fill out the following details in this excel worksheet and send it back to us along with your product data and product pictures.

Amazon.in

Remember:

- a. Provide your seller username and password or
- b. Provide your merchant keys

eBay.in

Remember:

- a. Provide your eBay seller username and password
- b. Make sure you have already verified your account with eBay via SMS or via phone call

Junglee.com

Remember:

- a. Provide your Junglee FTP Account, Username, Password, Delivery Time and Delivery Cost information
- b. Make sure that your data meets Junglee's guidelines or our team will not be able to help you list on Junglee

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Shopzilla.in

- a. Provide us your Shopzilla username and password

Google Feeds

- a. Provide us with your Google Account username and password
b. Also provide your AdWords key and ensure you have some balance in your adwords account.

Mailchimp

- a. Provide us with your Mailchimp username and password OR
b. Provide us with your Mailchimp API Key

Social Accounts

- a. Provide us with your Facebook Fan Page Link, Twitter Link, Pinterest Link and LinkedIn page

Facebook App

- a. Please provide your Facebook App ID and App Secret
b. If you want your RocketBuddy to setup your facebook store, please make him an administrator on for your facebook page temporarily till he/she can install the facebook store. Thereby you can revoke access. Or you can do this over a TeamViewer session.

Google Analytics

- a. Please provide your Google Analytics UA-XX-XXX account number OR
b. Share your Google Account username and password so our RocketBuddy can set it up for you.

Zopim Live Chat

- a. Please share your Zopim Live Chat username and password OR
b. Please share the embed code with your RocketBuddy

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Web Engage

- a. Please share your WebEngage username and password OR
- b. Please share the embed code with your RocketBuddy

To submit the above checklist, please use the worksheet at:

http://support.kartrocket.com/kb/KartRocket_Readiness_Responses.xlsx

Fill out the above details in this excel worksheet and send it back to us along with your product data and product pictures.

A Big Thank You

Thank You for taking the time to read this guide. If you have any questions or comments, please feel free to write to:

hello@kartrocket.com or call us at +91-9015644441

If you're looking for the first part of this guide, please see this link here:
http://support.kartrocket.com/kb/KartRocket_Readiness_Guide_Part1.pdf

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